

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 107335  
**Alt Order #:** 06860189  
**Product Desc:** DSCC IE  
**Estimate:** 1936  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 10/01/12 / 10/04/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Democratic Senatorial Campaign Com  
**Demographic:** A35+  
**Product Codes:** PLI2,PLI1  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	55	\$70,875.00	\$60,243.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	55	\$70,875.00	\$60,243.75	0.00
<b>Totals</b>	<b>55</b>	<b>\$70,875.00</b>	<b>\$60,243.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	18%	\$70,875.00
Market	100%	\$393,750.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$118,125.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$118,125.00
KTUD	1%	\$3,937.50
KVVU	16%	\$63,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$19,687.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/08/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			3			\$600.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/02/12	10/08/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$1,000.00		0.00						
E 3	KSNV	10/02/12	10/08/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF--	:30	2	\$1,900.00	1	0.00	NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$1,900.00		0.00						
E 4	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$900.00		0.00						
E 5	KSNV	10/07/12	10/07/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	-----S	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$1,900.00		0.00						
E 6	KSNV	10/02/12	10/08/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II	CM	9-10a	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$1,000.00		0.00						
E 7	KSNV	10/02/12	10/08/12	M-F Today Show III 4th Hour Today 4th Hour TODAY SHOW III	CM	10am-11am	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	3		\$600.00		0.00						
E 8	KSNV	10/02/12	10/08/12	Rachael Ray Rachael Ray RACHEL RAY	CM	11am-12pm	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	3		\$500.00		0.00						
E 9	KSNV	10/02/12	10/08/12	Noon News Noon News NEWS 3 AT NOON	CM	12-1230pm	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	3		\$500.00		0.00						
E 10	KSNV	10/02/12	10/08/12	Days of our Lives Days of our Lives DAYS OF OUR LIVES	CM	1258p-2pm	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	3		\$425.00		0.00						
E 11	KSNV	10/02/12	10/08/12	The Doctors The Doctors THE DOCTORS	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	3		\$325.00		0.00						
E 12	KSNV	10/02/12	10/08/12	Dr. Phil Dr Phil DR. PHIL	CM	3-4p	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	3		\$600.00		0.00						
E 13	KSNV	10/02/12	10/08/12	M-F Early News M-F Early News EARLY NEWS no 6PM NWS on 10/3, 10/11, 50/16, 10/22	CM	5-630p	MTWTF--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$1,800.00		0.00						
E 14	KSNV	10/02/12	10/08/12		CM	730-758pm	MT--TF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				FacetoFace/Ralston Repc											
				FacetoFace/Ralston Report											
				FACE TO FACE W/ JON RALSTON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MT- TF- -					1	\$900.00		0.00			
E 15	KSNV	10/02/12	10/08/12	M-F Jeop/Wheel	CM	630-730pm	MT- TF- -	:30	3	\$1,700.00	1	0.00	NM	3	\$5,100.00
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MT- TF- -					3	\$1,700.00		0.00			
E 16	KSNV	10/02/12	10/08/12	FacetoFace/Ralston Repc	CM	730-758pm	MT- TF- -	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
				FacetoFace/Ralston Report											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MT- TF- -					3	\$900.00		0.00			
E 17	KSNV	10/08/12	10/08/12	Mon PR 8-10p	CM	8-10pm	M- - - - -	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Monday Prime 8-10pm											
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$4,000.00		0.00			
E 18	KSNV	10/02/12	10/02/12	Tues PR 9-10p	CM	9-10p	- T- - - - -	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
				Tuesday Prime 9-10p											
				Go On/ The New Normal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- T- - - - -					1	\$2,600.00		0.00			
E 19	KSNV	10/05/12	10/05/12	Fri 10-11p	CM	10-11pm	- - - - F- -	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				Friday Prime 10-11pm											
				DATELINE NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - F- -					1	\$3,200.00		0.00			
E 20	KSNV	10/06/12	10/06/12	News 3 Live in Prime	CM	7-10pm	- - - - - S-	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				News 3 in Prime											
				NBC Prime Encores											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S-					1	\$1,200.00		0.00			
E 21	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF	CM	5a-459a	- - - - - S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
				ROS		(9:00 PM-10:00 PM)									
				WH/JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S-					1	\$525.00		0.00			
E 22	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	- - - - - S	:30	1	\$14,000.00	1	0.00	NM	1	\$14,000.00
				NFL Football											
				SUN NT FB											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S					1	\$14,000.00		0.00			
E 23	KSNV	10/02/12	10/08/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF- -	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF- -					1	\$1,400.00		0.00			
E 24	KSNV	10/06/12	10/06/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	- - - - - S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S-					1	\$1,400.00		0.00			
E 25	KSNV	10/02/12	10/08/12	The Tonight Show	CM	1135p-1237a	MTWTF- -	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF- -					2	\$750.00		0.00			
E 26	KSNV	10/06/12	10/06/12		CM	1130pm-1:02am	- - - - - S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Saturday Night Live															
Saturday Night Live															
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$2,000.00		0.00			
E 27	KSNV	10/07/12	10/07/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Sports Night in Las Vegas															
SPORTS NIGHT IN LAS VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$400.00		0.00			
N 28	KSNV	10/06/12	10/06/12	News 3 Live in Prime	CM	7-10pm	-----S-	:30	1	\$675.00	3	0.00	NM	1	\$675.00
News 3 in Prime															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$675.00		0.00			
N 29	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF	CM	5a-459a	-----S-	:30	1	\$525.00	3	0.00	NM	1	\$525.00
ROS (9:00 PM-10:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$525.00		0.00			
N 30	KSNV	10/07/12	10/07/12	LAW & ORDER (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Law & Order (synd) PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,200.00		0.00			
N 31	KSNV	10/07/12	10/07/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News 3 in Prime															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,800.00		0.00			
N 32	KSNV	10/05/12	10/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	----F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
4PM NEWS (1 hour)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$900.00		0.00			
													Totals	55	\$70,875.00